

REPORT / RECOMMENDATION



To: Park Board

Agenda Item #: VI.C.

From: Ann Kattreh
Parks & Recreation Director

Action ☐

Discussion ☒

Date: Tuesday, Sept. 8, 2015

Information ☒

Subject: Park Board Retreat Review

Action Requested:

Review Park Board Retreat notes and recommend items for implementation in Park Board practices.

Information / Background:

The Park Board held a retreat for the Aug. 11 Park Board meeting. The notes from the retreat are attached. Please review the notes and be prepared to discuss and recommend specific items for implementation:

- Start Doing
- Stop Doing
- Keep Doing
- 2016 Park Board Work Plan Items

Attachment:

Aug. 8, 2015 Park Board Retreat Notes

August 8, 2015 Park Board Retreat Notes

Start Doing

Marketing/Communications

- Annually assessing ourselves and our effectiveness
- Using key metrics to track performance
- Using our website more
- Increase marketing efforts for programs/facilities
- Utilize more alternative communication vehicles to tell what's going on
- Systematically handling all correspondence about city parks by categorizing letter and emails and sending to Park Board as they come in or in weekly batches
- Engage more with the community
- Provide more info welcome to new residents about parks

Work Quality/Completion

- Seeing more finance in making decisions
- Allocating resources to complete 2015 work projects
- Create (share) maintain plan of parks/properties

Site Visits for Members

- Facility tours for Park Board members
- Take park meetings off site and into the parks (like today)

Meeting Procedure

- Set proposed agenda times and keep to times so we don't waste time
- Limit the amount of comments a member can make (limit time)
- Have a small amount of time held in each meeting for our new strategic plan discussions
- Set a calendar for the year of key agenda items by month
- Scheduling status reports (approx. 5 min.) from different operations at each meeting
- Ensure there are more frequent report out meetings to board of work plan committees
- Actively solicit our more introverted board members for their opinions
- Using the standard form of advisory board communication – the "Advisory Correspondence to Council" for all discussion items on agenda. This includes Situation, Background, Assessment, Recommendations
- Specific action steps and dates for each item in work plan

Student

- Possibly having students work on projects outside of meetings

Stop Doing

Agenda Items

- Don't involve us in financial plans or discussions
- Over scheduling the agenda; brains shut off about 9 p.m.
- Long Garden Club presentations

Use of Consultants

- Relying so heavily on outside consultants

Admin./Paper vs Electronic

- Printing out Park Board materials to board; save money by electronically sending

Decision Making

- Over promising on completion dates
- Deferring or protracting decisions that can be made at a meeting
- Discussing items already decided. "Discuss, Decide, Support"

Topics for Consideration

- Don't ask our opinions about issues that city leadership has already decided
- Don't add agenda items that are not fully ready for Park Board review
- Bringing other groups work plan initiatives to us when it appears that we have no reason to hear it

Keep Doing

Financial

- Financial inputs in presentations
- Educate members on 2016, 2017 capital plan

Community Focus

- Seek community input
- Creating a community that appeals to multiple generations

Meeting and Process Rules

- Skip a month a year of meetings (any month)
- Be respectful of board members time and length of meetings
- New board member orientation
- Conducting an annual retreat to help members develop relationships

Facilities

- Developing unique facilities
- Investing in facility improvements

Feedback and Discussion

- Be willing to really LISTEN to other members opinions and be open to a change of position
- Ensure every member has a chance to voice opinion
- Providing honest feedback
- Providing thoughtful recommendations to council
- Asking us for input on difficult decision areas
- Healthy dialogues on topics

Getting Updates

- Showing us what the Parks Dept. issues are
- Updates on current in progress projects
- Provide updates of activities in the parks

Work Plan

- Strategic planning – must continually keep looking at plan
- Utilizing small work groups
- Discussing how best to implement the strategic plan into our work plan
- Add work plan meetings to dive into important topics (Braemar Golf, Fred Richards)
- Evaluate whether the parks are serving all Edina residents
- Focusing on short term goals while keeping the bigger picture in mind
- Letting us have opportunities for meaningful work on task groups
- Driving work plan ideas

Additional Work Plan Items (Sept. 8 Meeting)

- How do we collaborate with other committees:
 1. Energy & Environment
 2. Arts & Culture
 3. Transportation (signage opportunity)
 4. Health/Community
 5. Grandview
 6. Three Rivers (9-Mile Trail)
- Diversity on Park Board
- Fred Richards Park
- Park Board role on Grandview
- Master Plan for Braemar Park
- Weber Woods
- Key Metrics Related to Strategy
- Maintenance Plan (e.g. potholes in parks) for Entire System

Open Issues

- Transcribe “Keep, Stop, Start” items and distribute to PB
- Recommend changes on Sept. 8:
 1. Keep, Stop, Start: Brenda, Dan, Ann

Group 1: Parks, Open Spaces and Trails

1. Develop, define and implement branding, signage and wayfinding plan (strategy 1.2)
 - Ambassador
 - Create park signage that is more current with nature feel to label each park
 - At parks, add signage with a map and amenities at location (grand rounds) – call out “open to public”
 - Trail system
 - Utilize Edina logo app with park maps/trails/amenities (add app to signage)
 - Welcome packet – how do we ensure all receive
 - Welcome to Edina (or neighborhood) signage
 - Mile markers
 - Branding: Edina parks independent of Edina
 - Social media
 - Website with more clear, easy to find info
 - Marketing at stores/Jerry’s
2. Market parks and programs throughout the city to inform residents of offerings (strategy 1.3)

Group 2: Recreational Facilities

1. Implement a policy-supported business management model for enterprise facilities that addresses a cost-recovery model toward financial stability (strategy 1.3)
 - Specific Business Plan Model (all fac's)
 - Purpose
 - Audience/Mkt
 - Value Prop
 - Org/Talent
 - Cost/Rev Model (explore options, like cost/participant...)
 - Marketing
 - Explore more commercial relationships (like Tin Fish)
 - Pilot specific fundraiser per enterprise facility
 - Regular report back to Park Board
2. Explore the development of innovative infrastructure in the park system to support environmental education and natural resource planning (strategy 1.4)
 - Explore potential to accelerate hire of Resource Manager position
 - Alt: Develop job description
 - Develop initial work plan
 - Explore what other excellent communities do
 - Engage external resources: Master Naturalist, Master Watershed Manager
 - Develop unique program activities utilizing these resources
 - Focus on open spaces:
 - Identify sensitive environmental areas for protection as open space
 - Opportunity for nature trails?
 - Foster relationships with environmental organizations
 - Citywide plan to improve pollinators habitat and educate community

Group 3: Recreational Programs

1. Attract 30-35% of all Edina residents to experience an organized recreation program through EPRD by identifying and closing programming gaps (strategy 1.1)
 - Stratify the 30-35%
 - Best current number
 - Define age group gaps
 - How do we find what they want?
 - Surveys
 - What are other cities doing?
 - Awareness
 - Lack of programs?
 - Poor programming?
 - Build awareness
 - Offer new residents a credit or free pass
 - New/pilot programs offered and free or discounted passes available
 - Programmers programming at more city facilities
 - Utilize city facilities more to offer a variety of opportunities to residents
 - Build awareness of programs through target marketing, market lists, key influences
2. Keep up with evolving needs and trends by re-evaluating offered programs and interest levels (strategy 1.2)
 - We need a comprehensive list of all programs available in the city
 - Categorize into age groups
 - Look at participation levels at each age group
 - Explore more partnerships with Three Rivers, School District
 - Utilize the expertise in the field
 - Look at new trends and offer pilot space and programs
 - “Trending Park” – offer opportunities like “Foot Golf”, “Mocking”, “Free Play Areas”